

Consumers ★ Digest

CONSUMERS BLDG.

6316 NO. LINCOLN AVE. CHICAGO, ILL. 60645



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T NELSON
BX 1546
POUGHKEEPSIE NY 12603

**50% SAVINGS OFFER ENCLOSED —
WITH DISCOUNT INFORMATION ON
LATEST MODEL NEW AMERICAN
AUTOMOBILES AND THOUSANDS OF
OTHER PRODUCTS.**

NEW MEMBER'S 50% SAVINGS PRIVILEGE CARD

4BC0-7

Start my money-saving membership in Consumers Digest and send me immediately my Membership Discount Buying Card and my FREE 256-page Discount Price Buying Directory. I understand that my Membership entitles me to those regular membership benefits and personal services described on the back of this card for six full months.

☐ I enclose \$4.00 Fee in full payment.

☐ I prefer to save an extra dollar. Send me all the publications and services described on the back of this card for one full year, including a second updated 256-page Discount Directory later in the year, all for only \$7.00! (enclosed).

☐ Check enclosed ☐ Money Order enclosed ☐ Cash enclosed.

☐ Bill me. Initial here _____

THIS
SPECIAL
OFFER IS
LIMITED
AND MAY BE
WITHDRAWN
AT ANY TIME

T NELSON
BX 1546
POUGHKEEPSIE NY 12603

ARE YOUR NAME AND ADDRESS CORRECT AS SHOWN?

CONSUMERS DIGEST 610 N LINCOLN AVE., CHICAGO, ILL. 60645

**50% OFF! YOU RECEIVE THIS
\$8.00 VALUE FOR ONLY \$4.00**

- FREE new 1968-1969 256-page Discount Directory
- Regular issues of Consumers Digest magazine... \$3.00
- Personal Use of Price Reference Service..... 2.00
- Personal Membership Discount Card..... 2.00
- Your Legal and Insurance Advisor..... 1.00

**YOU PAY ONLY \$4.00
UNDER THIS SPECIAL LIMITED
NEW MEMBER'S OFFER!**

~~\$8.00~~

I understand that by sending payment now and saving you the cost of billing, you will send me FREE, Nine Special Automobile Savings Reports on how I can make tremendous savings on tires, batteries, plus other auto products and services.

283 DGB-2

FREE!

Send this card today and you receive FREE the new 256-page 1968-1969 Discount Price Buying Directory.



**THIS IS YOUR
MONEY-BACK
GUARANTEE:**

If you are not completely satisfied with Consumers Digest Price Buying Service, your entire fee will be fully refunded regardless of whether you have used the personal Price Reference Service or not, and you can keep the 256-page Discount Price Buying Directory at no charge.

(TEAR HERE)



This special New Membership enables you to buy nationally-advertised name brand products at very low discount prices.

(TEAR HERE)

Buy the nationally-advertised products you want at less than discount house prices!

Save up to 50%-70% on your purchases. By taking advantage of this low cost New Membership, you will receive all of the following:

- 1 The latest brand-new 256-page Consumers Digest Discount Price Buying Directory, listing over 250,000 different nationally-advertised brand-name products at incredibly low discount prices, and hundreds of dealers all over the country where you can buy at these lowest prices.
- 2 Your Membership Discount Buying Card, which entitles you to buy any of thousands of products at savings up to 50%, some up to 70%.
- 3 A list of lowest price discounters all over the U.S. who will send you bargain-filled catalogs (some up to 800 pages) showing merchandise at low, low discount prices.
- 4 Special personal reports on products you plan to buy, telling lowest prices available, and where you can buy at these prices.
- 5 Your Legal and Insurance Advisor packed with money saving advice.
- 6 Regular issues of Consumers Digest magazine.

To receive all these money-saving benefits, just mail this special offer card to us today with your remittance.

FIRST CLASS

PERMIT NO. 58501

CHICAGO, ILLINOIS

BUSINESS REPLY MAIL

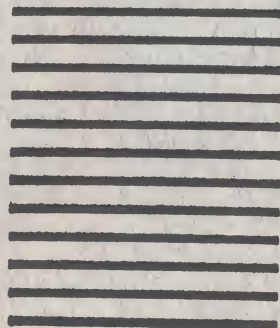
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

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CONSUMERS DIGEST

6316 N. LINCOLN AVENUE

CHICAGO, ILL. 60645



CONSUMERS DIGEST discount bulletin

FOR IMMEDIATE RELEASE

SPECIAL AUTOMOBILE BUYING REPORTS

SAVE YOU UP TO \$1,000 ON NEW 1968 (and 1969) AMERICAN, FOREIGN, and USED CARS

NEW CARS NEW 1968 (and 1969) AMERICAN AUTOMOBILES

You can purchase any make or model—including compact cars, sport cars, station wagons, limousines—new American automobile from dealers right in your area at savings up to \$1,000. When you join Consumers Digest these tremendous savings are available to you from dealers all over the United States. You receive low discount prices on the new 1968 (and 1969) American automobiles as part of your membership. Besides latest big-savings reports, you also receive expert advice on how to buy a new car, how to get the most on a trade-in, what to look for in contracts, and best methods of financing.

1966 CAR BARGAINS

Tremendous savings are available to you on these recent model cars. Some of the hottest automobile values on the market today are latest model company-operated cars. These 1966 automobiles are available through special dealers for about 1/3 of the original price. As part of your membership service you receive information on where you can buy 1966 Fords, Dodges and other makes from \$500 to \$995.

VACUUM
CLEANERS
WESTINGHOUSE
SUNBEAM
WHIRLPOOL
HOOVER
G. E.
EUREKA
ETC.

DRUGS . . .
. . . VITAMINS
ABBOTT
PARKE DAVIS
UPJOHN
SQUIBB
WYETH
LEDERLE
ELI LILLY
ETC.

MATTRESSES
SEALY
SERTA
ENGLANDER
SIMMONS
ETC.

FURNITURE
BASSETT
CENTURY
DAYSTROM
DREXEL
HOOKER
KLING
KROEHLER
McCOBB
SELIG
MASTERCRAFT
VIRTUE
WHITE
WILLETT
LANE
KENT COFFEY
JAMESTOWN
BRODY
BASIC-WITZ
BAUMRITTER
BROYHILL
CONANT BALL
DUNBAR
HERITAGE
HIBRITEN
HOOKER
MT. AIRY
RED LION
THOMASVILLE
TOMLINSON
WILLIAMS
STAND BUILT
RWAY
ETC.



FOREIGN CARS

You can make substantial savings on new foreign cars, too, with CD's discount price buying information handy. New car and accessories discount prices are shown on: Alfa Romeo, Austin Healy, English Ford, Fiat, Hillman, Jaguar, M-G, Mercedes Benz, Peugeot, Porsche, Renault, Saab, Simca, Sunbeam, Triumph, Volkswagen, Volvo etc.

USED CARS

Consumers Digest's Price Buying Directory spotlights the vital facts on how to get the most for your used car, and if you're buying one, the right price to pay.

A whole section in the Directory (plus special reports) gives you a complete price structure on all American cars by years, makes and models. This invaluable information will help you get the best price deal whether you're buying or selling.

TIRES
GOODRICH
GENERAL
FIRESTONE
U.S. ROYAL
GOODYEAR
ETC.

LUGGAGE
AMERICAN
SAMSONITE
SKYWAY
U.S. TRUNK
ATLANTIC
LEEDS
ETC.

JUVENILE
NEEDS
HEDSTROM
EDISON
STORKLINE
TRIMBLE
WELSH
COSCO
CHILD CRAFT
ETC.

TOOLS
THOR
SKILL
MILLER FALLS
SAWSMITH
DE WALT
STANLEY
DELTA
ETC.

SPORTING
GOODS
WILSON
SPAULDING
WINCHESTER
REMINGTON
MARLIN
ZEBCO
BRONSON
SHAKESPEARE
COLT
HI-STANDARD
BROWNING
HEDDON
COLEMAN
BUSHNELL
PFLUEGER
RAWLINGS
GLADDING
HODGEMAN
WEATHERBY
GARCIA
ETC.

Extra Bonus with New Membership —

**"A NEW CAR
EVERY YEAR
FOR ONLY \$600"**

The eye-opening facts and figures on how you can ride in luxury, make big savings, and enjoy a new car every year.

This special report by the Editors of Consumers Digest is yours at no extra charge if you return the enclosed new membership card within the next 7 days. Since the quantity of this issue is limited and we can not reprint, we urge you to send for it today.

TREMENDOUS BARGAINS LIKE THESE ARE ADDED DAILY

They are reported to you by our Price Reference Service or in Consumers Digest publications.

	List Price	Your Price		List Price	Your Price
Women's Nylons Box of 3	\$ 2.25	\$.99	Complete Drawing Board Set	\$ 45.00	\$20.95
Waltham Self-Wind 21 Jewel			Fruit Cake—5 lb.	4.75	2.40
Watch Ladies' or Men's	79.50	29.88	Ladies Billfold & Key Case	10.00	2.99
Belt Massager	34.95	19.88	Imperial Stainless 9 pc Set	26.35	14.87

(continued on reverse side)

TREMENDOUS BARGAINS LIKE THESE ARE ADDED DAILY (CONTINUED)

TELEVISIONS	Dormeyer Hair Dryer	24.95	10.88	Parker Pen—Ball—Pencil Set	8.95	4.49
... RADIOS	Power-Zoom Microscope	60.00	29.95	Sleepy Auto Head Rest	3.95	1.99
STEREO ...	11 pc Teflon Pot & Pan Set	—	19.88	Wool Blankets	14.95	7.50
ZENITH	Walkie Talkie Set of 2	—	19.79	Ladies Electric Shaver	7.95	3.60
WESTINGHOUSE	Westinghouse Heat Pads	6.50	2.59	Table Cigarette Lighters	1.95	.70
ADMIRAL	Koolite Pole Lamps	20.95	9.77	Zig Zag Sewing Machine	129.95	59.95
G.E.	Colonial Bed Spreads	12.50	6.88	Cultured Pearl Pendant	6.00	1.95
R.C.A.	Schick Electric Shaver	19.95	9.99	Station Wagon Mattress	12.95	5.99
EMERSON	3 Tier 18 Bottle Spice Rack	8.98	4.66	Utility Shelf Unit	5.95	2.99
SYLVANIA	Regency Silver Dresser Set	40.00	20.00	No-Stick Fry Pan	6.98	2.66
PHILCO	Star Sapphire Jewelry	147.00	73.50	Men's or Ladies' Parka	29.95	8.99
WEBCOR	Basic Slide Rule	14.00	6.95	Kelly's Automatic Car Wash	9.98	5.79
HITACHI				4 pc Desk Set	10.00	4.99
SONY						
NORELCO						
V-M						

KITCHEN APPLIANCES
DORMEYER
BLACK ANGUS
WARING
FARBERWARE
OSTER
UNIVERSAL
G.E.
SUNBEAM
WEST BEND
NESCO
HOLLYWOOD
PROCTOR
PRESTO
TOASTMASTER
CASCO
EKCO
RIVAL
CORY
SILEX

More than 250,000 other savings are listed in the new Consumers Digest Price Buying Directory, or are available to you through our Price Reference Service.

WASHERS	AUTOMOBILES	List Price	Your Price	RADIOS	List Price	Your Price	RANGES	List Price	Your Price
... DRYERS	Chevrolet Bel Air	\$2658	\$2148	General Electric FM	\$ 29.95	\$12.77	Kelvinator	\$114.00	\$ 66.15
REFRIGERATORS	Chevrolet Chevelle	2318	1982	Peerless 15 Trans 5 Band	112.95	64.90	Norge GRE 1302	199.95	99.32
... RANGES	Chevrolet II	2201	1884	Normende	109.95	55.94	Hotpoint RA210E	—	111.50
AIR COND.	Chevrolet Camaro	2670	2184	Powerhouse 6 Transistor	12.95	5.44	Plus all other makes and models		
... FREEZERS	Chevrolet Corvette	4320	3547	Plus all other makes and models			VACUUM CLEANERS		
FRIGIDAIRE	Pontiac Tempest	2438	2076				R.C.A. Whirlpool	\$89.95	\$48.15
KELVINATOR	Pontiac Catalina	2922	2372	CARPETING (per yd.)			Regina 920	49.95	28.35
AMANA	Pontiac Firebird	2758	2343	Bigelow Bacara	\$6.82		Hoover 2100 Portable	69.95	44.88
G. E.	Buick Special	2490	2119	Gulistan Carlton	5.49		Plus all other makes and models		
WHIRLPOOL	Buick Le Sabre	3118	2546	Magee Sagebrush	9.11		DRUGS AND VITAMINS		
PHILCO	Oldsmobile F-85	2489	2118	Mohawk Pavanne	8.15		Tedral 100's		\$3.67
WESTINGHOUSE	Oldsmobile 88	3123	2550	Plus all other makes			Orinase .5 grams 50's		3.65
ADMIRAL	Cadillac	5362	4635	REFRIGERATORS			Miltown 400 mg. 50's		3.25
HOTPOINT	Ford Fairlane	2433	2076	Norge REE 1312	\$239.95	\$129.97	Ortho-Novum 2 mg. 20's		1.35
NORGE	Ford Custom	2561	2072	Frigidaire S 10J	—	153.30	Plus many, many more		
ROPER	Ford Mustang	2578	2198	Kelvinator Freezer	349.00	187.95	MATTRESSES		
CHRYSLER	Mercury Monterey	3029	2481	Plus all other makes and models			Englander Tens'n Ease	\$79.95	\$50.55
FEDDERS	Mercury Cougar	2910	2493				Sealy Posturpedic	79.50	53.20
GIBSON	Thunderbird	4639	3788	FURS, MUSIC, JEWELRY, ETC.			Simmons		62.50
CARRIER	Lincoln Continental	5703	4835	Delco Storage Battery \$	19.95	\$ 12.89	Plus all other makes and models		
TAPPAN	Plymouth Fury	2591	2096	Gulbranson Piano	520.00	364.00	TELEVISION		
CROWN	Barracuda	2579	2199	Pool Table—8 ft.	119.95	77.95	G.E. PAM201AVY	\$ —	\$126.30
WASTE KING	Chrysler Newport	3280	2723	Diamond Ring ¼ Carat	178.00	59.00	Westinghouse P 2010U	—	128.07
MAYTAG	Rambler American	1923	1735	Mink Jacket	1050.00	700.00	Plus all other makes and models		
SPEED QUEEN	Plus all American and Foreign Models.						TIRES		
EASY							U.S. Royal Safety 800	\$25.35	\$16.54
HAMILTON							General Jet-Air	29.80	19.45
CAMERA							Plus all other makes and models		
EQUIPMENT							JUVENILE NEEDS		
BELL & HOWELL							Alvin Child's Strlg Cup	\$10.00	\$ 5.00
REVERE							Ames Convert. Hi-Chair	17.95	10.75
ARGUS							Argo Crib-Playpen	22.95	13.20
KODAK							Storkline 6 yr. Crib	29.95	18.97
POLAROID							Trimble Bathinette	24.95	16.90
WOLLENSAK							Plus all other makes and models		
BOLEX							TOOLS		
LEICA							Ram 2-Way Elec. Sand.	\$28.50	\$14.88
MINOLTA							Skil Del Jig Saw Outfit	54.55	24.88
ZEISS							Thor Electric Drill	17.80	9.88
MANFRIED							Plus all other makes and models		
DE JURE							SPORTING GOODS		
ETC.							Garcia Spin Cast Reel	\$31.25	\$13.49
TOYS							Wilson Arn. Palmer Clbs.	54.00	28.88
IDEAL							Wilson Basket Ball	6.00	3.60
STRUCO							Byron Nelson Glf. Bils. Dz.	14.75	7.95
WYNDER							6x30 Binoculars	23.00	8.95
MATTELL							Plus all other makes and models		
LIONEL							LUGGAGE		
PLAYSKOOL							Revere 21" Men's Comp.	\$21.95	\$10.33
GILBERT							Revere Cowhide 2-Suiter	34.95	18.88
TOOTSIE TOY							Royal Tourist	49.95	29.75
ELDON							Plus all other makes and models		
REMCOR									
ETC.									
CARPETING									
ARTLOOM									
BARWICK									
BEATTIE									
BIGELOW									
FIRTH									
GULISTAN									
MAGEE									
LEE									
MASLAND									
WORLD									
CORONET									
ROXBURY									
ALEXANDER-SMITH									
MODERN									
MONARCH									
COLUMBIA									
CRESTLINE									
CROFT									
ETC.									

STEREO HI-FI COMPONENTS
AMPEX
FISCHER
SCOTT
HARMON-KARDON
FAIRCHILD
REK-O-KUT
PICKERING
ACOUSTIC
RESEARCH
UNITED DUAL
SHURE
JENSEN
ELECTRO-VOICE
UNIVERSITY
ELCO
DYNACO
GARRARD
ETC.

RECORDS
COLUMBIA
DECCA
R.C.A.
CAPITOL
CAMDEN
CORAL
MERCURY
ETC.

TYPEWRITERS
SMITH-CORONA
REMINGTON
ROYAL
VICTOR
ETC.

SHAVERS
REMINGTON
SCHICK
NORELCO
SUNBEAM
RONSON
WARING
ETC.

WATCHES
BULOVA
ELGIN
GRUEN
LONGINES
OMEGA
ETC.

AUTOMOBILES
CHEVROLET
FORD
PLYMOUTH
THUNDERBIRD
CORVAIR
PONTIAC
BUICK
DODGE
OLDSMOBILE
FALCON
VALIANT
MERCURY
COMET
LINCOLN
CHRYSLER
CADILLAC
STUDEBAKER
VOLKSWAGEN
JEEP
RENAULT
MERCEDES
ETC.

Only Consumers Digest tells you where you can buy at lowest prices —and how much to pay.

To buy any of thousands of items at these lowest discount prices start a money-saving membership in Consumers Digest today by returning the enclosed **SPECIAL MEMBERSHIP REQUEST CARD**.



Consumers Digest

6316 N. Lincoln Avenue, Chicago, Illinois 60645

SPECIAL BONUS AUTO REPORTS SENT TO YOU AS A NEW MEMBER —

LATEST

AUTOMOBILE BUYER'S DISCOUNT REFERENCE

**INCLUDES "A FREE CAR EVERY THREE YEARS,"
AND 14 OTHER SPECIAL AUTOMOBILE
SAVINGS AND DISCOUNT REPORTS**

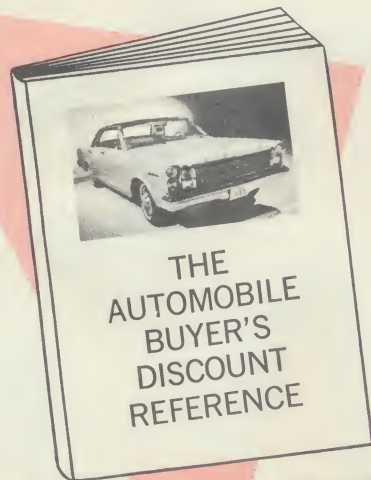
A wealth of money-saving advice about buying, financing, insuring your car — packed with valuable information for every car buyer. These sections have been compiled or written by experts to keep more money in your pocket:

- **SPECIAL AUTO DISCOUNT TIPS.** 10 vital money-saving tips on buying your car that can save you hundreds of additional dollars over your original discount saving.
- **AUTO FINANCING.** Are you paying too much? Best way to finance your car purchase.
- **DISCOUNT TIRES.** Discount prices on leading makes of auto tires. Brand new tires for only \$8.95.
- **FOREIGN AUTOS DISCOUNTS.** Discounts and buying information on foreign automobiles.
- **AUTOMOBILE INSURANCE.** Analysis of your best coverage at lowest rates.
- **DISCOUNT BATTERIES.** Lowest prices on automobile batteries.

- **USED CARS.** How to Buy a Used Car—so you don't buy somebody else's troubles.
- **GAS SAVING TIPS.** Save up to \$300 a year in gasoline and economy car care.
- **EUROPE VACATION.** Buying an auto in Europe.
- **WARRANTIES.** What the 50,000 mile warranty means to you.
- **INSURANCE.** Collect more money on your auto accident claims.
- **CHOOSING A NEW CAR.** How to test drive a new car. Vital tests you should make, specifications you should check, other new tips for you to get better value.
- **SPECIAL AUTO LEGAL TIPS.** Legal points you should know that can cost or save you hundreds of dollars as a car owner. Dealers' statements. Auto accidents. What to look for in contracts when you buy a car: How you could lose \$200 or more on a trade-in after accepting an offer, yet not be legally protected in most states.

This valuable reference alone can put hundreds of dollars in your pocket. It is included with your new membership at no extra charge.

**You will receive new 1968
(and 1969) Automobile Dis-
count Prices as part of your
membership.**



CONSUMERS DIGEST • 6316 N. Lincoln Avenue, Chicago, Illinois 60645

**Be sure to get this Special Bonus now.
Mail this slip with enclosed order card.**



Consumers Digest

6316 N. Lincoln Avenue, Chicago, Illinois 60645

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**FREE
TO
NEW
MEMBERS!**



SAVINGS EVENT! You can save up to 50% on all the products you buy and also save 50% on a special new membership in Consumers Digest

Yes, you can make both of these big savings right now and also receive FREE immediately the new 1968-69 256-page Discount Price Buying Directory featuring over 250,000 different brand-name products of all kinds at unbelievable low discount prices—far below manufacturers' list prices.

With a special new membership in Consumers Digest, you will also receive low discount prices on the new 1968 (and 1969) American Automobiles.

TAKE ADVANTAGE OF BIG SAVINGS SUCH AS THESE:

PRODUCT	LIST PRICE	DISCOUNT PRICE AVAILABLE TO YOU
 RONSON ELECTRIC SHAVER	\$ 19.95	\$ 9.88
 RAM POWER DRILL 1/4", 2 AMP.	18.95	5.99
 NORGE REFRIGERATOR	239.95	122.43
 CHEVROLET IMPALA	2823.00	2277.00
 McGRAW-EDISON 4-SLICE TOASTER	22.95	8.66

By using Consumers Digest Discount Price Directory you can save up to:-

- \$1000 on brand new American automobiles
- 50% on furniture, sporting goods, tools, boats, cameras, auto accessories, jewelry, juvenile accessories
- 50% on appliances, refrigerators, ranges, washers, dryers, TV, Hi-Fi, radios, phonograph records
- 50% on drugs, vitamins, prescriptions
- 40% on office equipment
- 50% to 70% on thousands of other nationally advertised products

You can make big savings like these all year 'round by selecting the brand name products you want from the 256-page Consumers Digest Discount Price Buying Directory, then buying these products at lowest bargain prices from outlets shown in the big Dealer's Section of the Directory. These dealers are located all over the U.S. and will sell to you at the prices shown in your Buying Directory, as a member of Consumers Digest.

(over please)

How are these big savings made possible for you? Consumers Digest research staff and editors have checked and confirmed prices all over the country of products you buy every day to find these unbelievable low discount prices for Consumers Digest members.

In order to acquaint you with the big savings you can make, we invite you to accept a special 50%-off introductory new membership with six full months of all services.

Here is what you receive:

*FREE new 1968-69, 256-page Discount Directory (regularly \$3.00)

Regular Cost

*A Consumers Digest membership card which entitles you to purchase any of the thousands of products available to you from hundreds of dealers all over the United States at low, low discount prices..... \$2.00

*Personal use of Consumers Digest Price Reference Service. Hundreds of discount bargains (with savings up to 75%) are added by this unique personal service every week on products you plan to buy. One of these discounts alone is often worth many times the cost of your membership..... 2.00

*Regular issues of Consumers Digest Magazine featuring comprehensive Shoppers Guides on major products, very latest product discount prices, and money saving guidance on buying or re-modeling your house; personal and property insurance; job opportunities; health and medicine; cutting your taxes; starting a business of your own; and hundreds of economies and money-making new ideas..... 3.00

*Your Legal and Insurance Advisor; indispensable advice on money-saving and family protection..... 1.00

*Special bargain-filled wholesale price catalogs available to you (some up to 800 pages) from discounters all over the country. ~~\$8.00~~

YOUR COST ON THIS SPECIAL 50% OFF NEW MEMBER'S OFFER..... **\$4.00**

(You can receive a full year of Consumers Digest publications and services for only \$7.00 (instead of 6 months for \$4.00) and save another \$1.00 too! If you prefer this extra saving and service, just check the 1-year box on the enclosed card.)

Take advantage of all this money-saving service by sending us the enclosed special offer card today.

You have absolutely nothing to lose. If you are not completely satisfied that this service will save you many many times the low cost, your money will be completely refunded, regardless of how much you have used our Price Reference Service. Start making big savings right away on the everyday products you buy!

Just return the enclosed 50% off New Member's Card to us today and we will send you your FREE new 256-page Discount Price Buying Directory and your personal Discount Buying Membership Card immediately.

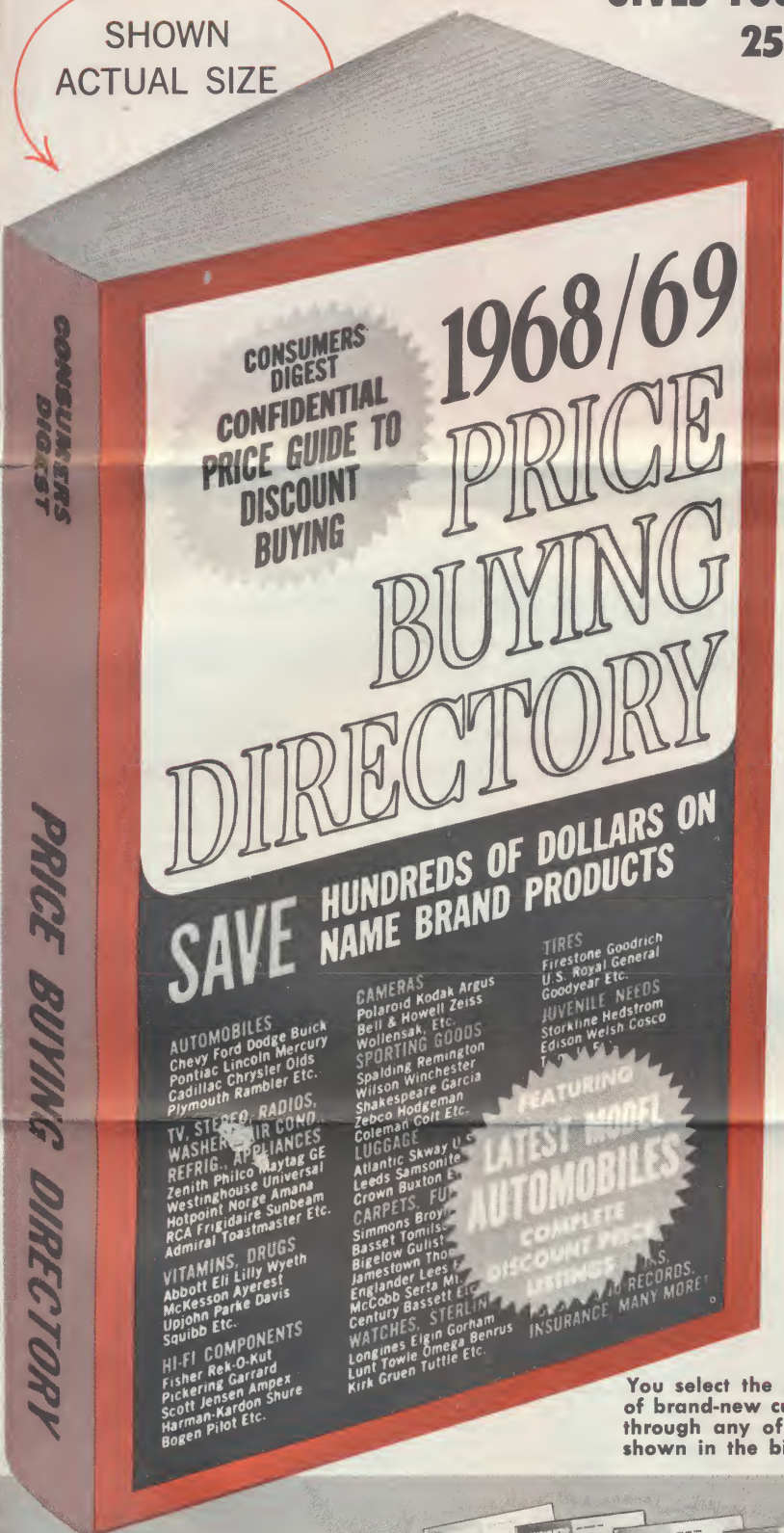
Cordially, *Kenneth Holgate*

Kenneth Holgate for Consumers Digest

P.S. Don't forget - low discount prices on the new 1968 (and 1969) American Automobiles are included with your 50% off New Membership. Be sure to take advantage of this special offer by mailing enclosed New Members Savings Card today.

THIS SPECIAL 50% OFF NEW MEMBER'S OFFER SAVES YOU \$4.00 FROM THE REGULAR \$8.00 PRICE, AND ALSO GIVES YOU THIS BRAND-NEW 256-PAGE DIRECTORY

SHOWN
ACTUAL SIZE



FREE

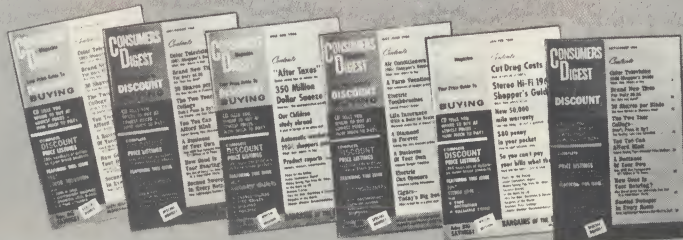
The Discount Price Buying Directory shows where you can buy more than 250,000 different brand name products at unbelievably low discount prices.

It lists page after page of dealers all over the United States who will sell you such products as these at amazingly low discount prices:

- AUTOMOBILES • TRUCKS
- APPLIANCES • TV • RADIOS
- STEREO HI-FI • TIRES
- TOOLS • LUGGAGE
- SPORTS EQUIPMENT
- DRUGS • VITAMINS
- FURS • JEWELRY
- JUVENILE NEEDS
- FURNITURE • CARPETS
- SILVERWARE • WATCHES
- MUSICAL INSTRUMENTS
- OFFICE EQUIPMENT
- RECORDS • TAPES
- TOYS • MAGAZINES
- PHOTOGRAPHY • ETC.

BY USING THIS DIRECTORY YOU CAN SAVE UP TO 50% OR MORE ON PRODUCT AFTER PRODUCT!

You select the products you want from thousands of brand-new current models at incredible savings, through any of the outlets listed nearest you, as shown in the big Dealers Section of the Directory.



YOU WILL ALSO RECEIVE REGULAR ISSUES OF CONSUMERS DIGEST MAGAZINE

HERE ARE JUST A FEW OF THE FAMOUS BRAND NAMES LISTED:

CHEVROLET
WESTINGHOUSE
PLYMOUTH
GENERAL ELECTRIC
ZENITH
ADMIRAL
FORD
SEALY
BELL & HOWELL
LIONEL
FALCON
REVERE
KODAK
NORGE
MAYTAG
RCA
CADILLAC
DORMEYER
CORVAIR
IDEAL
ROYAL
SKIL
VOLKSWAGEN
MOTOROLA
BENRUS
RONSON
AIR KING
SIMMONS
REMINGTON
ANSCO
PHILCO
WILSON
ZEBCO
SYLVANIA
BLACK ANGUS
PONTIAC
ECKO
VALIANT
FRIGIDAIRE
MOHAWK
HOTPOINT
COLUMBIA
MERCURY
SAMSONITE
ARGUS
BLACK & DECKER
UNDERWOOD
TRIMBLE
MARLIN
THAYER
COLEMAN
RAMBLER
SHAKESPEARE
WEBCOR
BUICK
BURTON-DIXIE
RENAULT
MAGEE
HEDDON
CHRYSLER
WHIRLPOOL
WEST BEND
CORY
FABERWARE
STANLEY

YOU'LL FIND THESE
AND MANY MORE
PRODUCTS LISTED
IN THE DIRECTORY:

- AUTOMOBILES
- WASHERS
- DRYERS
- PENS
- REFRIGERATORS
- CLOCKS
- FISHING EQUIPMENT
- GUNS
- TYPEWRITERS
- SHAVERS
- FURNITURE
- MATTRESSES
- CAMERAS
- PROJECTORS
- BLANKETS
- RECORDS
- DRUGS
- SUNDRIES
- PRESCRIPTIONS
- BOOKS
- TELEVISIONS
- HI-FI
- STEREO
- PHONOGRAPHS
- RADIOS
- LUGGAGE
- GOLF EQUIPMENT
- TAPE RECORDERS
- WATCHES
- JEWELRY
- LIGHTERS
- POLISHERS
- SAWS
- LOCKS
- STROLLERS
- CRIBS
- CARPETING
- PURSES
- WALLETS
- RUGS
- SKATES
- SUN LAMPS
- COFFEE MAKERS
- DISHWASHERS
- DRILLS
- FILM
- BELTS
- BICYCLES
- HEATER
- AIR CONDITIONER
- BINOCULARS
- CAN OPENERS
- CANNISTER SETS
- GAZES
- TOYS
- VACUUM CLEANERS
- IRONS
- TOASTERS
- LAWN EQUIPMENT
- SILVERWARE
- MUSICAL INSTRUMENTS
- FANS
- BROILERS
- ROASTERS
- TRAINS
- SPRAYERS
- ERECTOR SETS
- WALKERS
- AUTO ACCESSORIES

You can save hundreds to thousands a year on your family purchases at Consumers Digest discount price buying — Yet the cost for a 50% off new membership is (INCLUDING THE NEW 256-PAGE DISCOUNT PRICE BUYING)

The Free new 256-page Discount Price Buying Directory contains 24 big product sections showing discounts of up to 50% and more on over 250,000 brand name products. It includes complete descriptions and model numbers of products with list prices and low low discount prices available to you. These unbelievably low purchase prices have been compiled and checked by the research staff and editors of Consumers Digest after comparing prices of products all over the country.

When you have decided on the product, model and discount price you prefer you can locate the outlet nearest you where you can buy it at this price in the dealers section of the Directory.

**HERE ARE SOME ACTUAL PAGES FROM THE DIRECTORY
SHOWING RANGE OF DISCOUNT PRODUCTS. TYPICAL SAVINGS UP TO 50% OR MORE
ARE AVAILABLE TO YOU WITH YOUR CD MEMBERSHIP**

The collage displays several pages from the directory, including:

- How to use this directory to save hundreds of dollars**: A guide for members.
- DEALER'S LISTING**: A section for finding local dealers.
- AMERICAN AUTOMOBILES**: Listings for cars and trucks, including models like the Chevrolet and Ford.
- FOREIGN AUTOMOBILES**: Listings for cars from other countries.
- USED AUTOMOBILES**: Listings for pre-owned vehicles.
- SPORTS EQUIPMENT & TOYS**: Listings for recreational items.
- HI-FI ELECTRONICS**: Listings for audio equipment.
- PHOTOGRAPHY EQUIP. & INSURANCE**: Listings for cameras and insurance services.
- MATTRESSES, CARPETS, FURNITURE**: Listings for home furnishings.
- POWER TOOLS & TOILET SUPPLIES**: Listings for tools and bathroom products.
- JUVENILE NEEDS & TOYS**: Listings for children's items.
- JEWELRY, RECORDS, TAPES**: Listings for jewelry and music.
- LUGGAGE**: Listings for travel bags and suitcases.
- DRUGS AND VITAMINS**: Listings for health products.
- MAGAZINES, FURS, MUSICAL INSTRUMENTS**: Listings for entertainment and luxury items.
- INDEX**: A comprehensive index of all products.

ds of dollars
s a member of
ying service.

only \$4.00 (INSTEAD OF \$8.00)
ING DIRECTORY)

BIG SECTIONS OF PRODUCT LISTINGS IN THE BUYING DIRECTORY, AND DISCOUNTS REPORTED TO YOU BY OUR PRICE REFERENCE SERVICE SHOW TYPICAL SAVINGS LIKE THESE:

PRODUCT	LIST PRICE	LOW DISCOUNT PRICE AVAILABLE TO YOU
Norge Washer AWF1010	\$ 319.95	\$ 135.14
Oldsmobile 88	3123.00	2550.00
Chevrolet Impala	2823.00	2277.00
Ram Power Drill 1/4", 2 amp.	18.95	5.99
Sunbeam Electric Can Opener	14.95	7.99
45 pc. Melamine Dinnerware Set	29.95	12.88
Waltham self-wind 21 jewel wristwatch...	79.50	29.88
Golden Shield Clock Radio	24.95	9.99
Remington Cordless Shaver	38.95	22.88
Argo Crib-Playpen Comb.	22.95	13.20
Admiral Dishwasher DU2455	229.50	145.08
Norge Disposal WD-B12	59.95	32.70
Panasonic AM-FM Radio	39.95	20.13
Emerson 29P01 19" Color TV	459.95	392.70
Mirro 22 Cup Elec. Coffee Urn	16.95	6.99
Waring Drink Mixer	14.95	6.47
Imperial Mixer	29.95	16.88
Settee and 2 matching chairs	—	29.86
Shetland Lewyt Vacuum Cleaner	—	29.95
Ladies' Electric Comb	4.95	1.99
Kelvinator Water Heater HL4D0	139.00	69.30
Olivetti Underwood Portable Typewriter ..	69.50	41.70
Victor Adding Machine — ten key, Imper...	181.00	124.89
Fedders Dehumidifier	139.95	67.16
Casco Electric Heating Pad H-7	4.95	2.09
Sofa-Bed, 77 inch, Danish or Colonial	—	39.95
Revere Teflon 9 pc. Cookware Set	47.75	26.63
Champion Spark Plugs — Set of 8	8.64	4.84
Dupont Nylon Auto Tires — Famous Mfr...	28.70	14.75
Hamilton Beach Hair Dryer w/Manicure...	29.95	9.38
Waltham Watch — 65 Jewel Movement ...	135.00	36.75
Executive Attache Case — 5 pocket	24.95	10.88
Sunbeam Hand Mixer	14.95	7.99
Alum. Extension Ladder — 50% off	35.00	17.50
Sunbeam Dual Control Elec. Blanket	29.95	14.88
Ram Power Saw 7" Blade, 1 1/2 H.P. Motor.	39.95	18.74
Vitamins — Daily ration 250's	6.47	2.49
2 Speed AC/DC Portable Tape Recorder ..	119.95	69.88
Fishing Reels — Famous Garcia-Mitchell ..	36.00	15.88
Princess 8 piece Aluminum Cookware Set ..	14.95	8.50
Kodak Retina 11F Camera	114.50	72.51
Argus 8EE Zoom Movie Camera	129.95	77.25
Sealy Mattress No. 3730	59.50	36.20
Gorham Sterling	46.75	35.06
101 pc. Solid Stainless w/serving pcs. ...	—	24.86
Diamond Ring, Hallmark, .50 ct.	283.00	135.00
Binoculars, Swift 7x35	58.50	32.75
McGraw Edison 4 Slice Toaster	22.95	8.66

Plus savings up to 50% or more on drugs, vitamins, luggage, toys, toilet sundries, jewelry, phonograph records and tapes, magazines, musical instruments, furniture, carpeting, furs, many more.

CONSUMERS DIGEST MEMBERSHIP HAS GROWN FROM 80,000 TO 440,000 IN THREE YEARS. WHY NOT JOIN THESE WISE SHOPPERS AND MAKE BIG SAVINGS ON YOUR PURCHASES TOO?



The Consumers Price Reference Service provides special help for your individual purchasing requirements.

— tells you where to buy at the lowest price and exactly how much to pay for any product.

To be sure that you get the lowest possible prices Consumers Digest Price Reference Service will research prices and availability of products you want to buy and advise you of the lowest price you should pay.

The Reference Service also tells you where to buy, no matter what part of the country you live in. Having this huge reservoir of market facts available to you can save you hundreds of dollars every year in your individual shopping problems.

As a special new member you are entitled to use the services of this personal research department for products you plan to buy, including automobiles, appliances, or any other home and hobby products. Hundreds of fantastic bargain prices are compiled by our Price Reference Service every week and you can benefit from this constant flow of money-saving information. Full instructions on using the Price Reference Service are sent to you with your new membership package, so you can take advantage of this special service.

With your New Membership you will also receive a list of discounters all over the U.S. who will send you bargain-filled catalogs (some up to 600 pages) showing thousands of products at low, low discount prices.



Your Personal Membership Card entitles you to buy products you want at savings up to 50% or more on name brand products from outstanding companies all over the United States.

Membership also makes available to you personal research by the Consumers Digest Price Reference Service.

Read what some of the 440,000 members of Consumers Digest say about their use of this price buying service.

(over, please)

HERE ARE JUST A FEW OF THE FAMOUS BRAND NAMES LISTED:

CHEVROLET
WESTINGHOUSE
PLYMOUTH
GENERAL ELECTRIC
ZENITH
ADMIRAL
FORD
SEALY
BELL & HOWELL
LIONEL
FALCON
REVERE
KODAK
NORGE
MAYTAG
RCA
CADILLAC
DORMEYER
CORVAIR
IDEAL
ROYAL
SKIL
VOLKSWAGEN
MOTOROLA
BENRUS
RONSON
AIR KING
SIMMONS
REMINGTON
ANSKO
PHILCO
WILSON
ZEBCO
SYLVANIA
BLACK ANGUS
PONTIAC
ECKO
VALIANT
FRIGIDAIRE
MOHAWK
HOTPOINT
COLUMBIA
MERCURY
SAMSONITE
ARGUS
BLACK & DECKER
UNDERWOOD
TRIMBLE
MARLIN
THAYER
COLEMAN
RAMBLER
SHAKESPEARE
WEBCOR
BUICK
BURTON-DIXIE
RENAULT
MAGEE
HEDDON
CHRYSLER
WHIRLPOOL
WEST BEND
CORY
FABERWARE
STANLEY

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WASHERS
DRYERS
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REFRIGERATORS
CLOCKS
FISHING EQUIPMENT
GUNS
TYPEWRITERS
SHAVERS
FURNITURE
MATTRESSES
CAMERAS
PROJECTORS
BLANKETS
RECORDS
DRUGS
SUNDRIES
PRESCRIPTIONS
BOOKS
TELEVISIONS
HI-FI
STEREO
PHONOGRAPHS
RADIOS
LUGGAGE
GOLF EQUIPMENT
TAPE RECORDERS
WATCHES
JEWELRY
LIGHTERS
POLISHERS
SAWS
LOCKS
STROLLERS
CRIBS
CARPETING
PURSES
WALLETS
RUGS
SKATES
SUN LAMPS
COFFEE MAKERS
DISHWASHERS
DRILLS
FILM
BELTS
BICYCLES
HEATER
AIR CONDITIONER
BINOCULARS
CAN OPENERS
CANNISTER SETS
GAMES
TOYS
VACUUM CLEANERS
IRONS
TOASTERS
LAWN EQUIPMENT
SILVERWARE
MUSICAL INSTRUMENTS
FANS
BROILERS
ROASTERS
TRAINS
SPRAYERS
ERECTOR SETS
WALKERS
AUTO ACCESSORIES

HERE'S WHAT PRESENT MEMBERS OF CONSUMERS DIGEST SAY:

... "saved \$800.00 on our new 98 Oldsmobile" ...

"The \$800 we saved on our new 98 Olds was due to the wonderful Consumers Price Buying Directory. Thanks a lot for this wonderful service."

*Mr. T.E.W.
Portsmouth, Va.*

... "directory is the 'Bible' around our house" ...

"The directory is the 'Bible' around our house ever since I joined your 'family.' It certainly has helped us save considerable on many items we have purchased."

*G.S.M.
Decatur, Illinois*

... "saved us hundreds of dollars" ...

"Many thanks. Your service has saved us hundreds of dollars in the last several months."

*Mr. E.F. Jr.
Carrollton, Georgia*

... "recommended the directory to all my friends" ...

"Have saved considerably last year with the Directory on a new Chevrolet, General Electric refrigerator, and FM/AM and transistor radios. I have recommended the Directory to all my friends."

*R.H.S.
Phoenix, Arizona*

... "saved 50% on drug products" ...

"We would like to thank you for your kind and prompt attention on information recently requested from the Reference Library. This is the first time we have had the opportunity to use the library and its use resulted in a 50% savings on drug products. Thanks again."

*Mr. & Mrs. D.H.
Wisconsin Rapids, Wisc.*

... "informative guide" ... "wise investment" ...

"Last month I took out a subscription to your Price Buying Service" and have found it a very helpful and informative guide, and a very wise investment."

*J.A.H.
Philadelphia, Pa.*

... "saved more than price of subscription" ...

"The savings I made through your book more than paid for the price of my subscription."

*Mr. E.H.
Detroit, Mich.*

... "satisfaction in knowing we have the best prices" ...

"I want to express the satisfaction my family has received from knowing we are receiving the best prices on the items we are buying."

*Mr. R.A.P.
Chicago, Illinois*

CHECK THESE GIANT SAVINGS YOU MAKE AS A MEMBER OF CONSUMERS DIGEST

**SAVE UP TO
\$1000**

ON AUTOMOBILES

FOREIGN AND

DOMESTIC ... ALL

MAKES AND MODELS ...

FROM COMPACT CARS

TO SPORTS CARS TO

LIMOUSINES

**SAVE UP TO
50%**

**ON DRUGS,
VITAMINS,
PRESCRIPTIONS.**

**ALL NAME
BRAND PRODUCTS
AT SAVINGS YOU
NEVER THOUGHT
POSSIBLE!**

**SAVE UP TO
50%**

**ON FURNITURE,
CAMERAS, GARDEN
EQUIPMENT,
STEREO RECORDS,
SPORTING GOODS,
BOATS, TOOLS,
TIRES, AND
MANY MORE!**

**SAVE UP TO
50%
OR MORE**

**ON AUTOMATIC
WASHERS, DRYERS,
REFRIGERATORS,
RANGES, TV,
HI-FI, RADIOS,
FREEZERS
AND HUNDREDS OF
SMALL APPLIANCES**

**If you are already a member, why not pass this folder on to a friend. It can help him
make big savings on his purchases too.**

Special new membership 50% off. Send \$4.00 to:

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